

# INVESTMENT in MENSTRUAL HEALTH

*A Win-Win-Win for Women,  
Economies & the Environment*



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC





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GLOBALLY,  
**1 in 4**  
WOMEN  
AND GIRLS

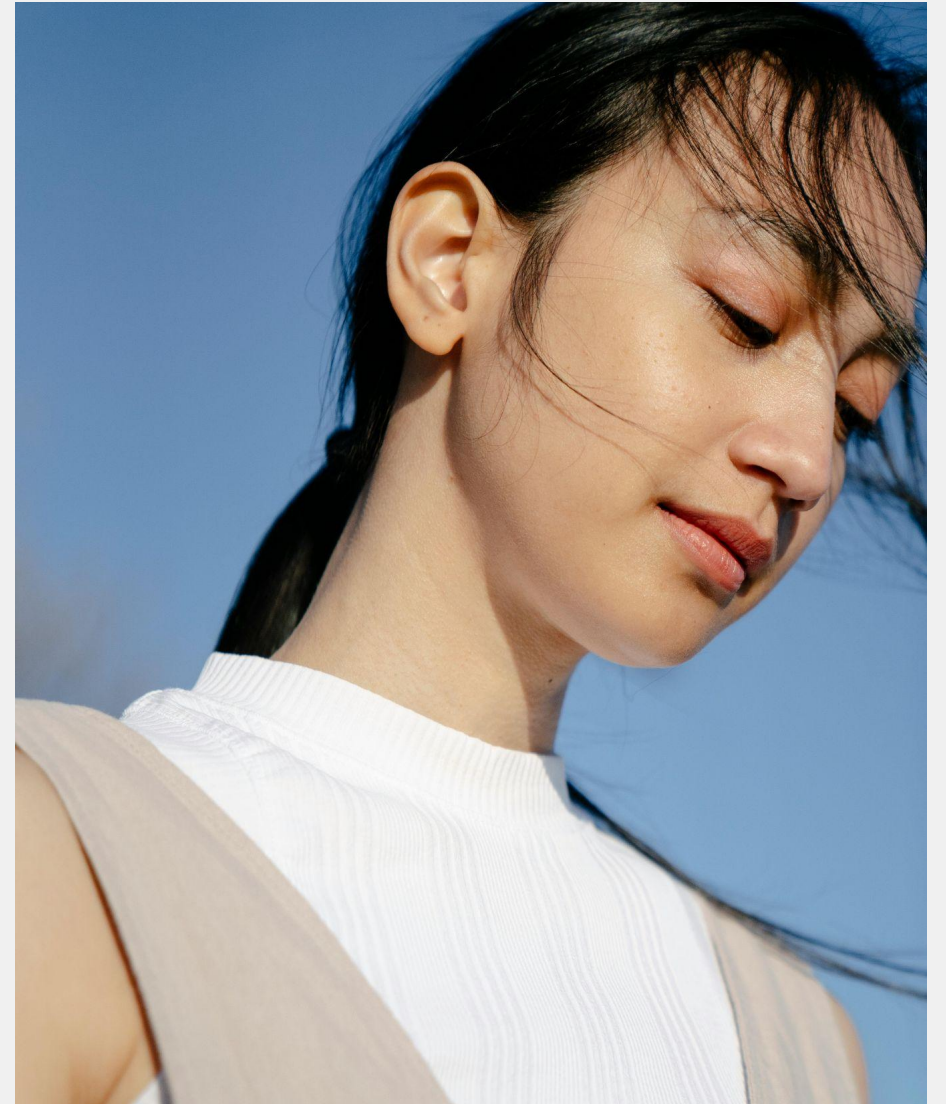
struggle to manage  
their menstruation  
safely, and with dignity

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# OVER A **BILLION** WOMEN & GIRLS

don't have access  
to purpose-made  
menstrual products

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# MORE THAN A HEALTH ISSUE

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Period poverty  
is a barrier to  
education, growth,  
equality and  
prosperity



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The world needs

***A DIFFERENT  
APPROACH,  
one creating  
STRUCTURAL CHANGE***

This issue is too important  
to settle for more of the same

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# THE **ANSWER** LIES IN **BUILDING** A THRIVING **MARKET**

that delivers access to  
safe, quality and affordable  
menstrual solutions, for all.



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# A market WITH UNTAPPED POTENTIAL

800 million+ menstruators in LMICs are able and willing to pay for reusable products



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Innovations have shown the potential to  
**reduce the scale and  
impact of disposal**

During her lifetime a woman can use more than 100 kg of menstrual pads or tampons.



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Menstrual product innovations  
have the potential to

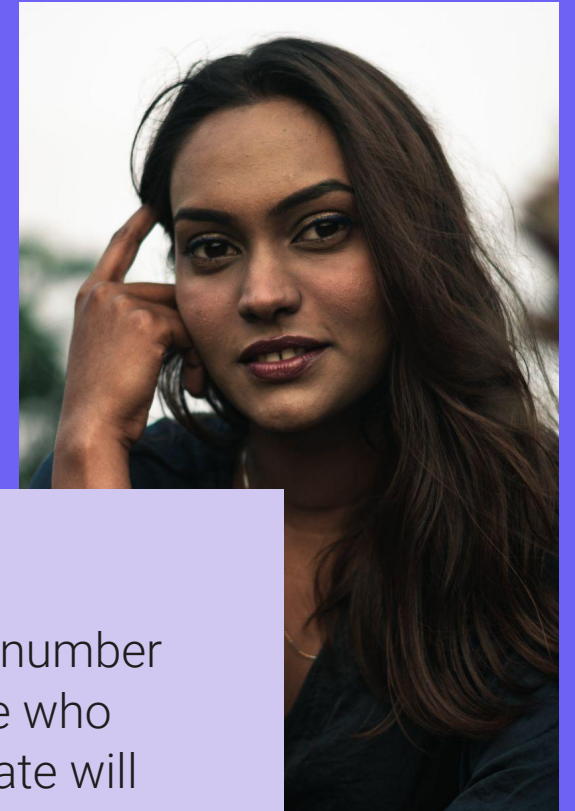
**INCREASE CHOICE,**  
***REDUCE COSTS*** BETWEEN 4-15X  
AND **LIMIT ENVIRONMENTAL IMPACT**

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# MENSTRUAL MARKETS ARE PRIMED *TO GROW*

as populations and incomes  
rise across LMICs

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**By 2030**

the total number  
of people who  
menstruate will  
have **grown by  
approximately  
157 million**

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# TOGETHER

WE CAN **TRANSFORM A MARKET**

that can change the trajectory of  
millions of lives, and economies

*For more information,  
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